

University of Wisconsin-Milwaukee Presentation to Faculty Senate

February 18, 2021

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Vice Chancellor, Development and Alumni Relations



Agenda:

- Fiscal Year 2020
 - Fundraising Results
 - EAB Benchmarking Study

- Fiscal Year 2021
 - Strategic Plan Implementation
 - Ongoing Fundraising
 - COVID Response & Predictions

Fiscal Year 2020

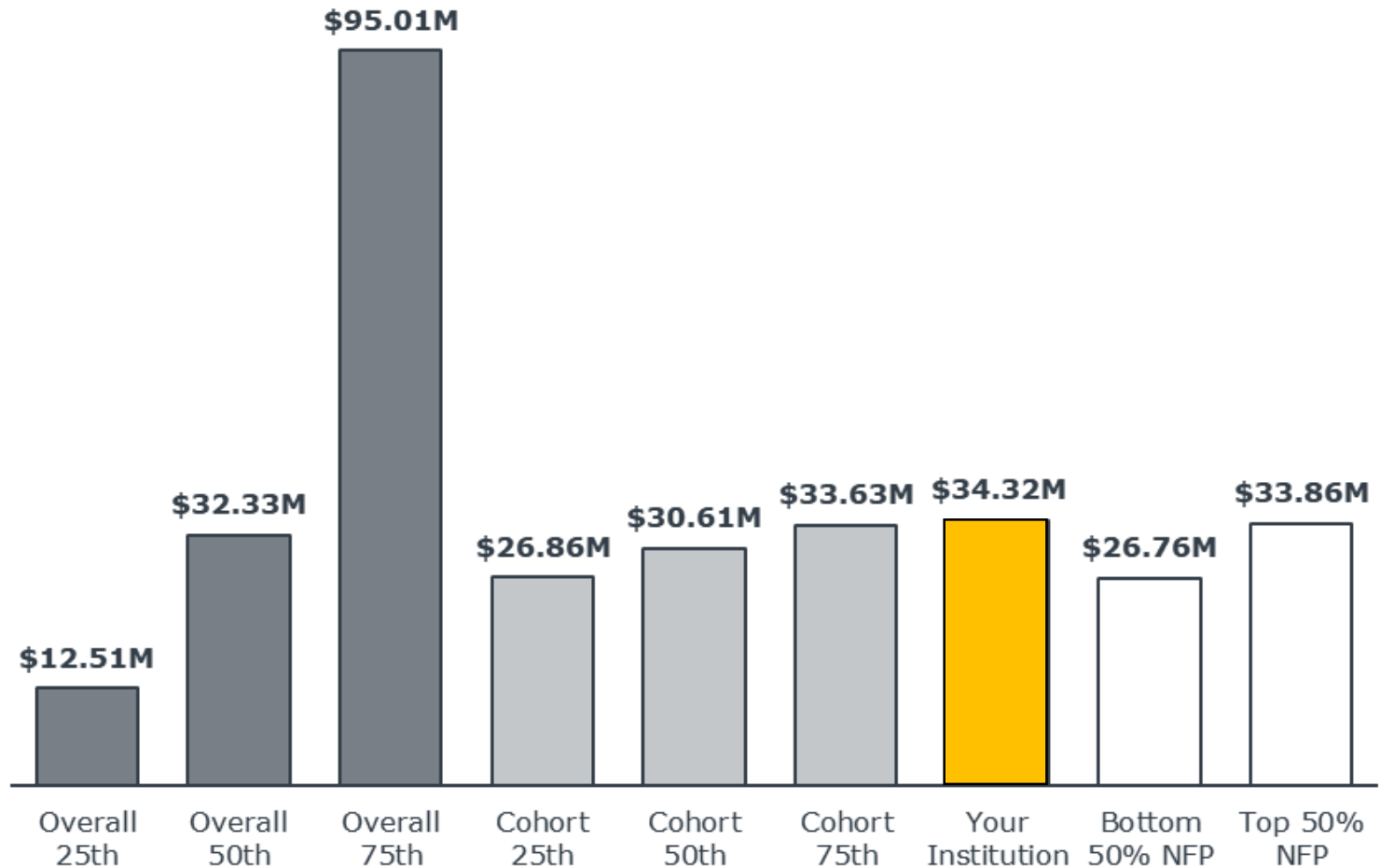
Total Raised FY20: **\$35.1 Million**
Second best year in UWM history

Total Raised from Faculty and Staff: **\$593,837**

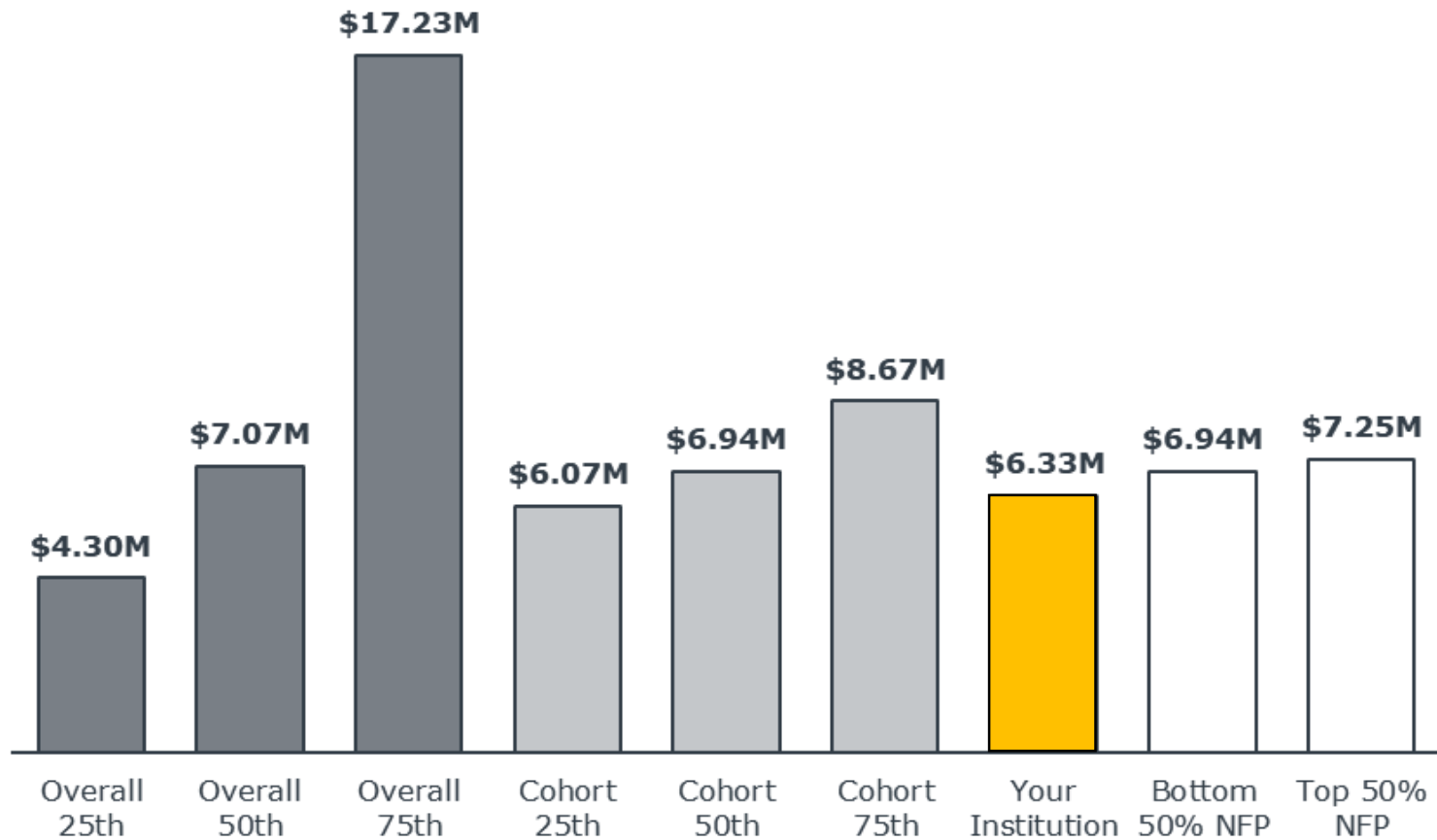
Comparison to Prior Year: \$511,156

+ \$82,681

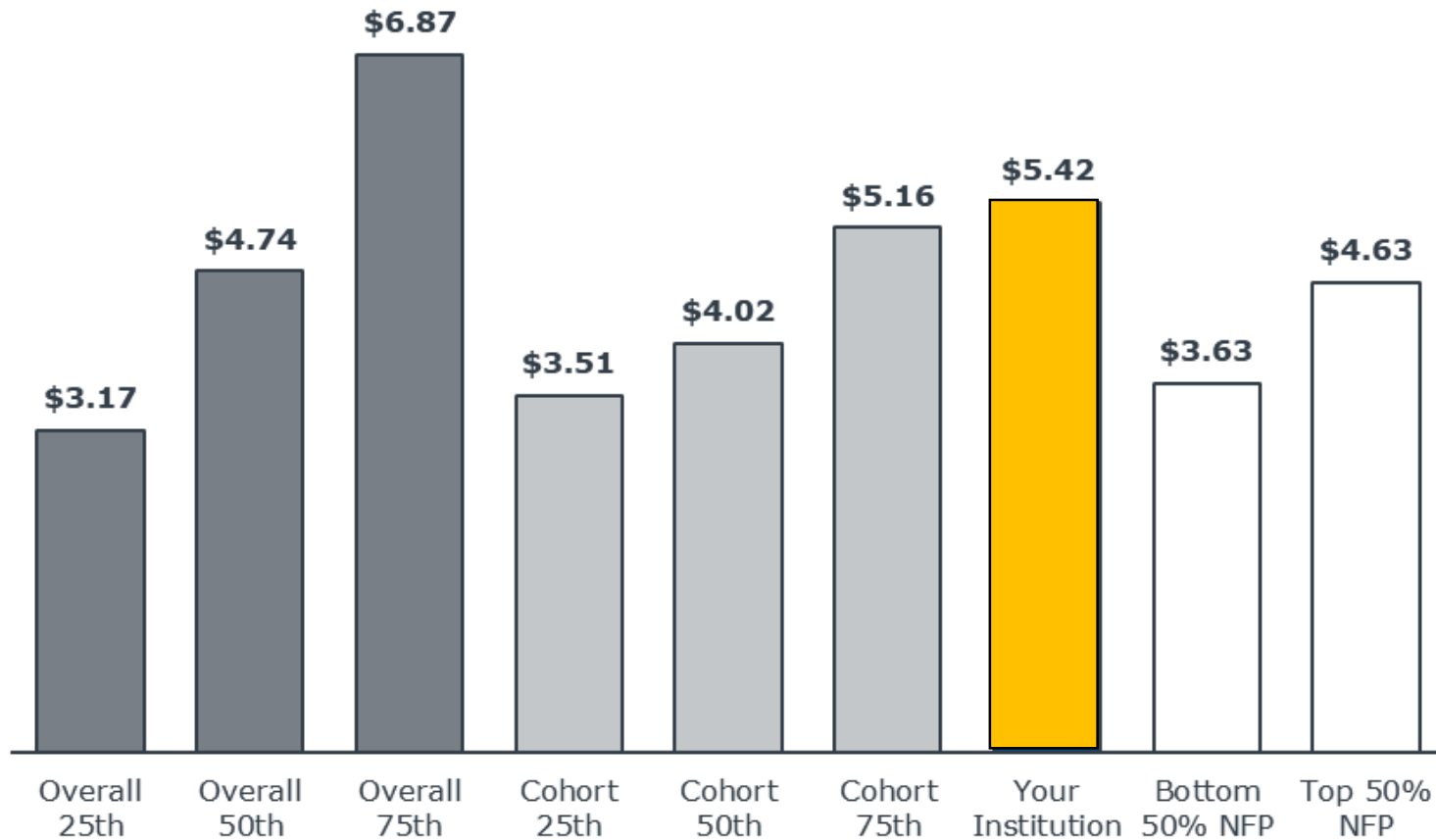
Annual EAB Benchmarking Study – Total Fundraising Production



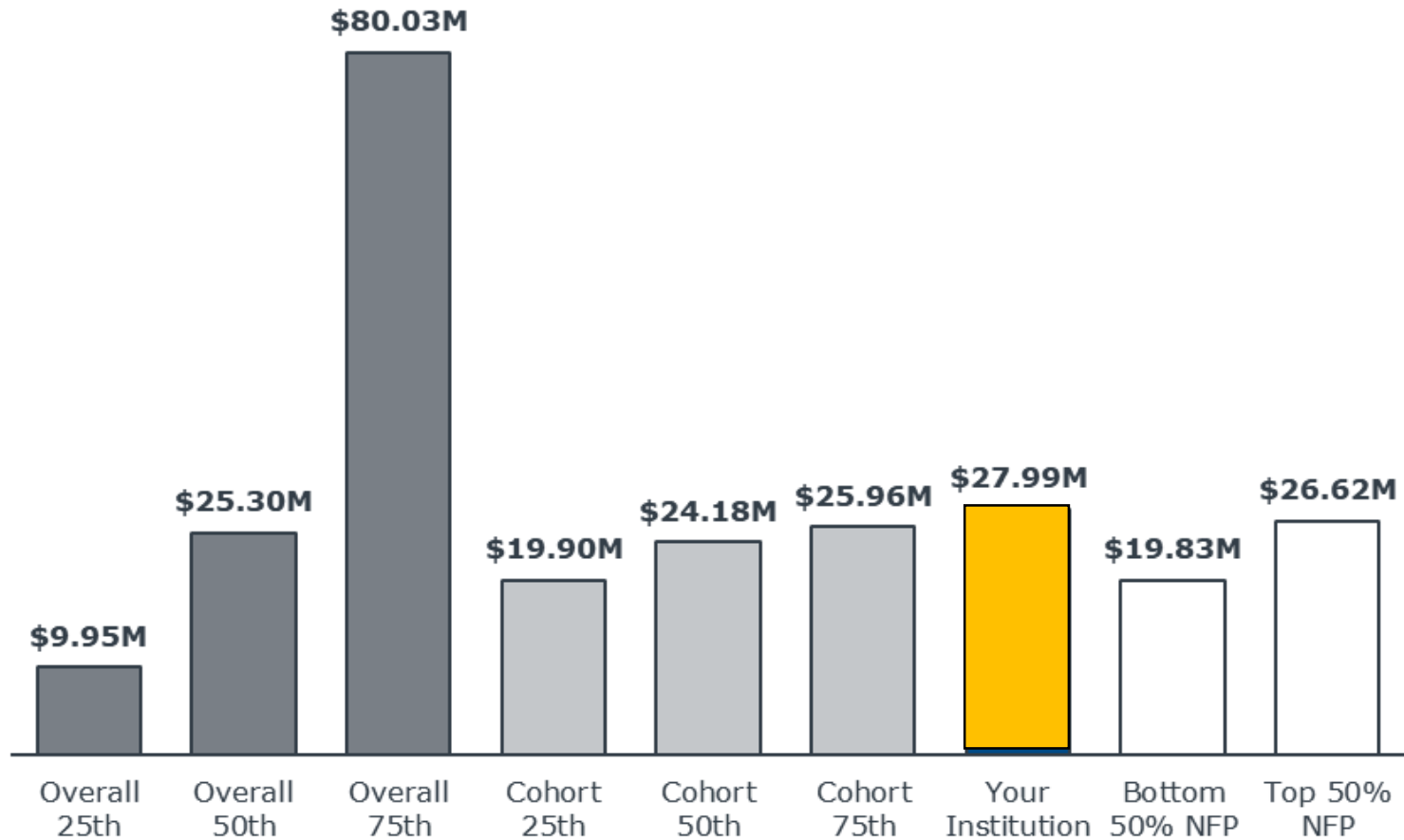
Annual EAB Benchmarking Study – Total Advancement Investment



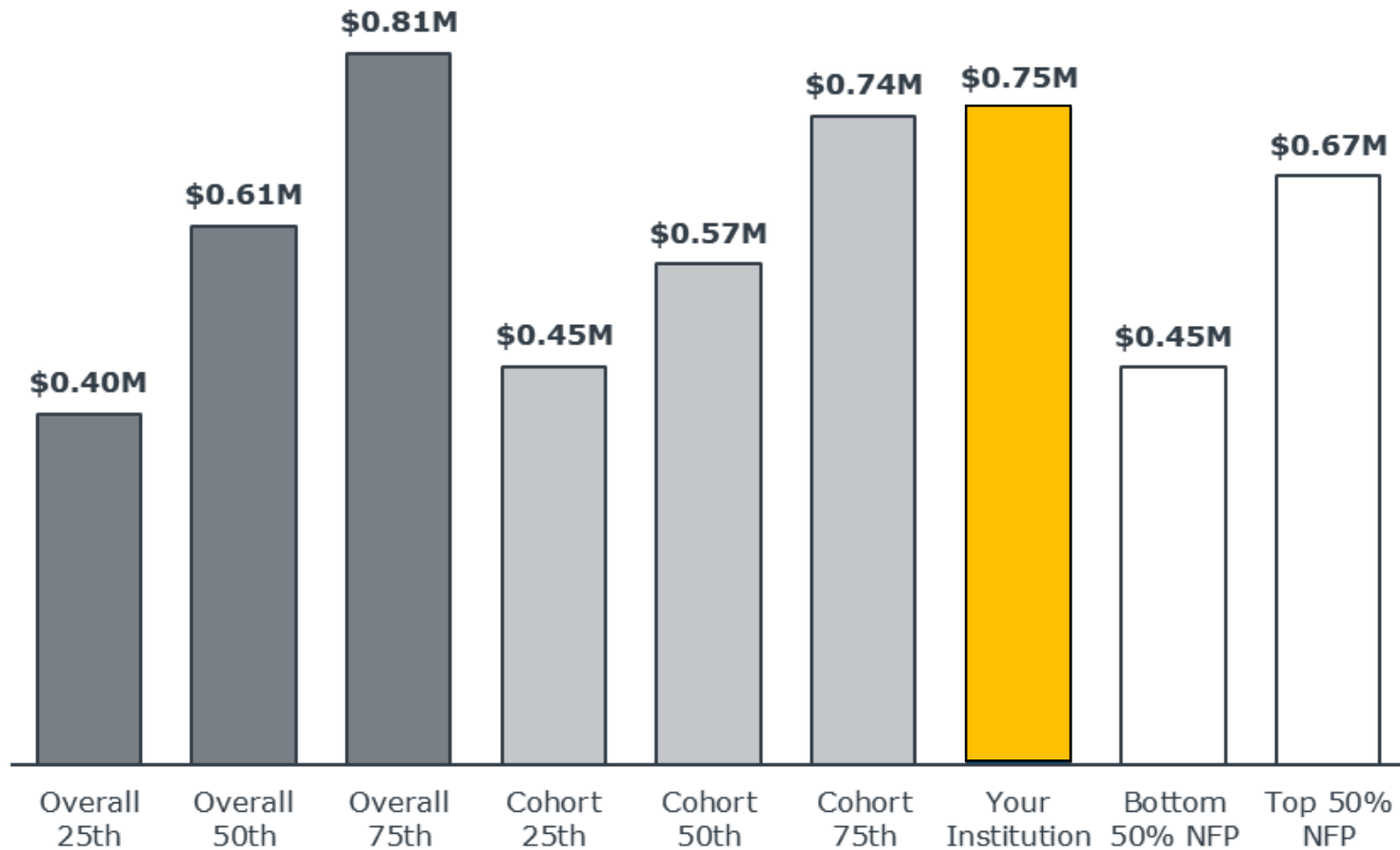
Annual EAB Benchmarking Study – Return on Investment



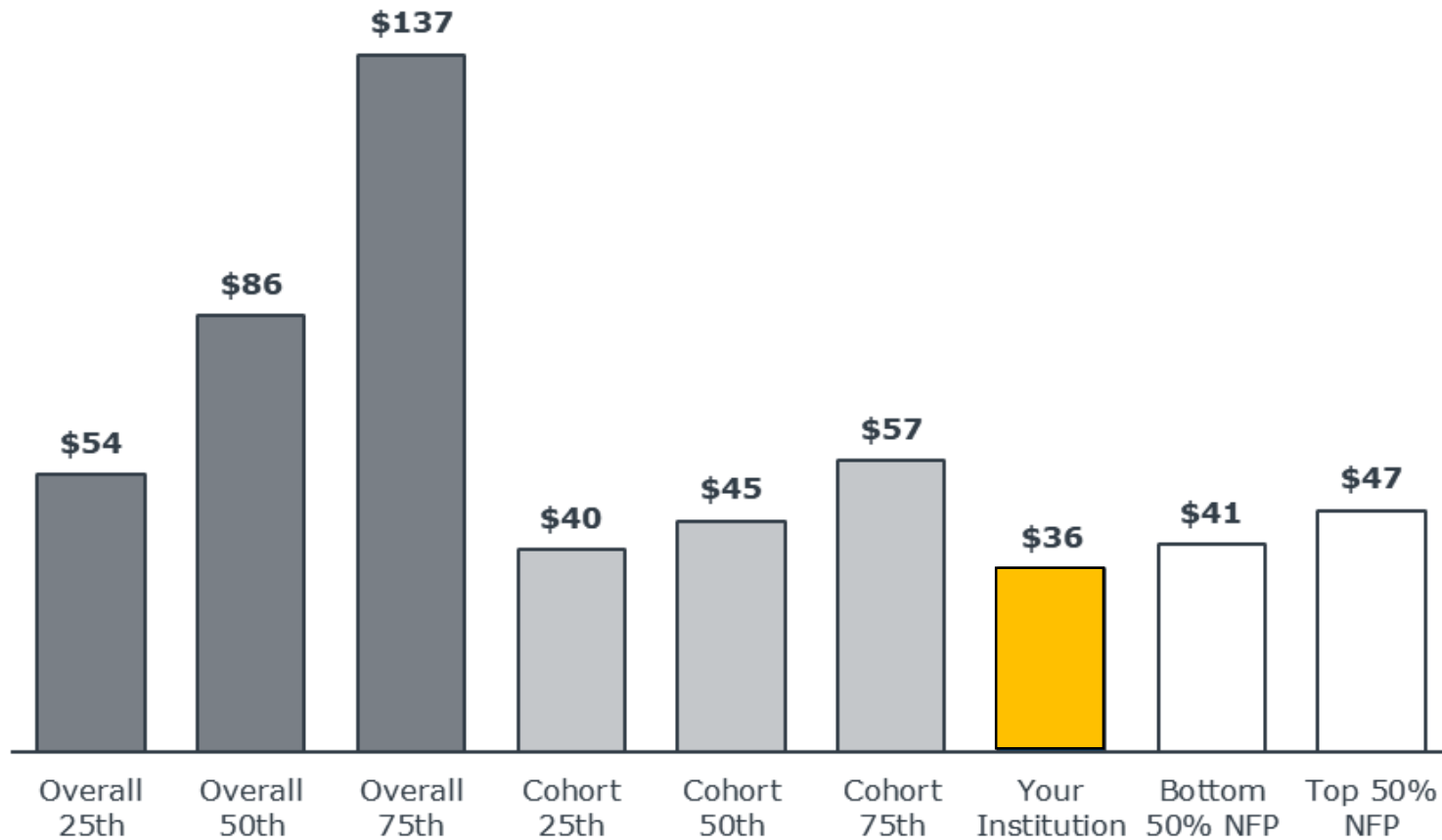
Annual EAB Benchmarking Study – Net Fundraising Production



Annual EAB Benchmarking Study – Production per Advancement FTE



Annual EAB Benchmarking Study – Investment per Alumnus/a



Strategic Plan Implementation:
Preparing for the Next Campaign

Ongoing Fundraising:
Value of Deferred Expectancies: \$56 Million

Fiscal Year 2021

Response to COVID

- Stewardship
- Student Emergency Funds:

Forward Scholars Emergency Student Fund: **\$23,470**

Food Pantry: **\$63,763**

Chancellor's Student Success Fund: **\$659,030**

TOTAL: \$966,626

- 414 Day

EAB Prediction: COVID Driven Engagement Transformations

Transformation 1:

*Digital engagement will be a permanent addition
to events strategy*

EAB Prediction: COVID Driven Engagement Transformations

Transformation 2:

*Units within advancement will become more integrated,
tying engagement to solicitations.*

Questions / Comments?

Thank You!